

Go Green and Save Money - The Envirollope™!

A creative, cost effective, and environmentally friendly way to boost response rates!

We recently worked on a unique campaign with Ellen Donovan, the director of The Bishop's Appeal in Albany. With the help of Albany Envelope and Sheppard Envelope, Ellen wanted to use an Envirollope™ to get in touch with Bishop Appeal donors. The Mailworks was unfamiliar with the design, but eager to see how it could be used in an effective marketing campaign. The results were fantastic!

The Envirollope™ consists of a #10 mailing envelope, a message, and a #9 remittance envelope - all in one piece! Sheppard Envelope in Auburn, MA holds the Patent to this award-winning process, which converts a single sheet of paper into 2 envelopes. Ellen was able to save her organization money, boost response rates, and set a positive environmental example.

We checked in with Ellen a few weeks after the campaign had mailed and she was more than enthusiastic about the results. So far over 140 responses have come in, with more remittance envelopes arriving every day. They have far surpassed the cost to implement the campaign and have had a great fundraising outcome.

“I loved the Envirollope™ project. It has helped us to reacquire lapsed donors and capture new donors efficiently and cost-effectively. The Mailworks was a terrific partner in this project - the staff went above and beyond the call of duty to implement our Envirollope™ Project in a way that ensured top-quality outreach to our donors. I would recommend Envirollopes and The Mailworks to any not-for-profit who wants to give an Appeal a shot in the arm!”

Ellen Donovan, Director of the Bishop's Appeal

Practical Applications:

- Invoicing and billing
- Correspondence
- Fundraising
- Surveys
- Send – and – Return

Benefits:

- Creative Design
- Cost Effective

25% reduction in electrical power used
25% less paper utilized in production
Available in Recyclable paper stocks

For information on design, pricing, and to see a live demonstration please visit:

<http://sheppardenvelope.com/envelopes/two-way-boomerang.html>